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MAXIMIZING PROFITABILITY
FROM ELECTRONIC CHANNELS



Chain Code Market Share

Corporate HotelligenceSM

Prepared for: **ABC Hotel Group**
For Reporting Period: **YTD December 2007**



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Chain Code Market Share Report

Subscriber: **ABC Hotel Group**
 Subscriber Code: **AB**
 Competitors: **AA, BB, CC, DD, EE**

Year: **2007**

Total Hotelligence Activity

Quarter	ABC Hotel Group				Competitive Set				Market Share		
	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue
1	89,411	216,509	41,580,083	192	2,416,539	4,905,428	808,601,917	165	3.6%	4.2%	4.9%
2	100,895	243,341	47,509,706	195	2,545,274	5,197,109	878,406,341	169	3.8%	4.5%	5.1%
3	90,994	224,528	41,942,452	187	2,412,977	5,021,241	830,969,570	165	3.6%	4.3%	4.8%
4	95,435	232,574	46,228,918	199	2,353,488	4,768,234	826,898,929	173	3.9%	4.7%	5.3%
Total	376,735	916,952	177,261,160	193	9,728,278	19,892,012	3,344,876,758	168	3.7%	4.4%	5.0%

Amadeus Activity

Quarter	ABC Hotel Group				Competitive Set				Market Share		
	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue
1	13,503	31,450	5,944,995	189	173,391	369,154	66,040,858	179	7.2%	7.9%	8.3%
2	15,524	36,891	6,963,132	189	185,057	396,929	72,576,463	183	7.7%	8.5%	8.8%
3	13,801	33,468	5,868,157	175	163,483	355,068	62,705,169	177	7.8%	8.6%	8.6%
4	16,750	39,429	7,344,557	186	170,101	360,682	67,427,655	187	9.0%	9.9%	9.8%
Total	59,578	141,238	26,120,842	185	692,032	1,481,833	268,750,146	181	7.9%	8.7%	8.9%

Galileo Activity

Quarter	ABC Hotel Group				Competitive Set				Market Share		
	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue
1	24,950	58,524	11,348,575	194	679,262	1,371,324	226,934,901	165	3.5%	4.1%	4.8%
2	28,074	66,659	13,074,692	196	720,020	1,482,168	252,541,042	170	3.8%	4.3%	4.9%
3	25,953	63,067	11,794,267	187	696,368	1,476,099	244,541,322	166	3.6%	4.1%	4.6%
4	27,345	67,076	13,362,485	199	694,785	1,439,790	247,029,857	172	3.8%	4.5%	5.1%
Total	106,322	255,326	49,580,019	194	2,790,435	5,769,381	971,047,122	168	3.7%	4.2%	4.9%

Sabre Activity

Quarter	ABC Hotel Group				Competitive Set				Market Share		
	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue
1	44,638	111,371	21,429,458	192	1,314,936	2,679,192	440,530,528	164	3.3%	4.0%	4.6%
2	50,513	123,123	24,269,826	197	1,383,076	2,817,324	474,460,504	168	3.5%	4.2%	4.9%
3	45,561	113,253	21,579,378	191	1,310,737	2,712,249	450,043,736	166	3.4%	4.0%	4.6%
4	46,419	113,781	22,977,696	202	1,262,099	2,534,941	442,255,272	174	3.5%	4.3%	4.9%
Total	187,131	461,528	90,256,358	196	5,270,848	10,743,706	1,807,290,041	168	3.4%	4.1%	4.8%

Worldspan Activity

Quarter	ABC Hotel Group				Competitive Set				Market Share		
	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue in USD	ADR	Bookings	Room Nights	Revenue
1	6,320	15,164	2,857,056	188	248,950	485,758	75,095,630	155	2.5%	3.0%	3.7%
2	6,784	16,668	3,202,056	192	257,121	500,688	78,828,332	157	2.6%	3.2%	3.9%
3	5,679	14,740	2,700,649	183	242,389	477,825	73,679,343	154	2.3%	3.0%	3.5%
4	4,921	12,288	2,544,181	207	226,503	432,821	70,186,145	162	2.1%	2.8%	3.5%
Total	23,704	58,860	11,303,941	192	974,963	1,897,092	297,789,449	157	2.4%	3.0%	3.7%

Chain Code Market Share Report

Subscriber: ABC Hotel Group
 Subscriber Code: AB
 Competitors: AA, BB, CC, DD, EE

Year: 2007

ABC Hotel Group Growth					Market Share Growth			Competitive Set Growth			
Quarter	Bookings	Room Nights	Revenue	ADR	Bookings	Room Nights	Revenue	Bookings	Room Nights	Revenue	ADR
1	3.3%	4.2%	9.1%	4.7%	5.2%	5.3%	1.8%	-2.0%	-1.3%	7.1%	8.5%
2	13.9%	14.4%	19.6%	4.5%	9.3%	8.3%	4.4%	3.8%	5.3%	14.3%	8.5%
3	16.1%	16.9%	21.0%	3.5%	13.5%	12.7%	8.5%	1.8%	3.2%	11.1%	7.6%
4	11.5%	13.9%	15.0%	0.9%	10.1%	11.4%	6.4%	0.9%	1.7%	7.7%	5.8%
Total	11.1%	12.3%	16.1%	3.4%	9.5%	9.4%	5.2%	1.1%	2.2%	10.1%	7.6%

ABC Hotel Group Growth					Market Share Growth			Competitive Set Growth			
Quarter	Bookings	Room Nights	Revenue	ADR	Bookings	Room Nights	Revenue	Bookings	Room Nights	Revenue	ADR
1	-10.1%	-11.3%	-4.1%	8.1%	-9.2%	-11.5%	-12.3%	-0.2%	1.4%	10.8%	9.3%
2	6.0%	8.2%	14.3%	5.7%	-1.5%	-2.1%	-5.4%	7.8%	10.7%	21.6%	9.8%
3	15.7%	20.9%	19.8%	-0.9%	15.0%	16.5%	8.1%	-0.5%	2.4%	10.1%	7.5%
4	22.5%	23.2%	17.9%	-4.3%	22.2%	21.6%	12.1%	-1.5%	-0.6%	3.9%	4.5%
Total	7.8%	9.3%	11.5%	2.1%	5.8%	5.1%	0.1%	1.4%	3.5%	11.4%	7.7%

ABC Hotel Group Growth					Market Share Growth			Competitive Set Growth			
Quarter	Bookings	Room Nights	Revenue	ADR	Bookings	Room Nights	Revenue	Bookings	Room Nights	Revenue	ADR
1	-3.0%	-5.1%	-1.5%	3.7%	3.2%	0.6%	-3.9%	-6.1%	-5.6%	2.6%	8.7%
2	7.7%	5.3%	9.9%	4.3%	7.1%	2.9%	-1.5%	0.3%	2.3%	11.7%	9.2%
3	15.9%	15.7%	21.2%	4.8%	13.4%	10.3%	7.6%	1.8%	4.5%	12.3%	7.5%
4	8.0%	10.3%	10.5%	0.1%	5.2%	5.4%	1.1%	2.5%	4.4%	9.2%	4.6%
Total	6.9%	6.3%	9.6%	3.1%	7.1%	4.7%	0.5%	-0.4%	1.3%	9.0%	7.5%

ABC Hotel Group Growth					Market Share Growth			Competitive Set Growth			
Quarter	Bookings	Room Nights	Revenue	ADR	Bookings	Room Nights	Revenue	Bookings	Room Nights	Revenue	ADR
1	14.0%	18.1%	22.6%	3.8%	12.4%	15.4%	10.7%	1.0%	1.8%	10.2%	8.3%
2	23.0%	24.6%	29.6%	4.0%	15.3%	15.3%	11.1%	6.2%	7.4%	16.0%	8.0%
3	21.0%	20.2%	24.6%	3.7%	16.4%	14.8%	10.5%	3.4%	4.1%	12.3%	7.9%
4	13.8%	16.2%	19.0%	2.4%	11.9%	13.8%	9.1%	1.3%	1.6%	8.5%	6.9%
Total	17.9%	19.8%	23.9%	3.4%	14.0%	14.8%	10.3%	3.0%	3.8%	11.8%	7.7%

ABC Hotel Group Growth					Market Share Growth			Competitive Set Growth			
Quarter	Bookings	Room Nights	Revenue	ADR	Bookings	Room Nights	Revenue	Bookings	Room Nights	Revenue	ADR
1	-5.4%	-8.0%	-1.7%	6.8%	1.7%	-1.1%	-2.5%	-7.0%	-6.9%	0.8%	8.4%
2	-0.7%	1.6%	6.4%	4.7%	0.4%	2.1%	-0.6%	-1.2%	-0.6%	7.0%	7.7%
3	-10.8%	-5.6%	-0.4%	5.5%	-6.5%	-1.6%	-2.1%	-4.4%	-4.0%	1.8%	6.1%
4	-15.1%	-8.7%	-1.3%	8.2%	-11.3%	-4.8%	-2.0%	-4.0%	-4.0%	0.9%	5.1%
Total	-7.7%	-5.0%	0.9%	6.2%	-3.6%	-1.1%	-1.7%	-4.2%	-3.9%	2.6%	6.9%